

FULL YEAR MARKETING PART I PERFORMANCE OBJECTIVE

“The Marketing Research Project”

Performance Objective PO- 02

Students will complete a marketing research project.

Students will choose to research a specific product or business that is successful. Your challenge is to relate all of the things you learn in Marketing to that business.

There will be three options from which the instructor may choose to complete this project:

Option one: Each student will present a short (ten minutes) formal business presentation to the class on the research. Although there is no written report required, each student must turn in a bibliography of your research (utilize 2-3 published resources). **DO NOT READ!** Speak from brief notes. This is no time for boring life story/biography here – explain to us the reasons this person or company hit it big. Inspire us! Bring us up to date.

Option two: Complete the marketing plan as a formal written project. Each competency area must be covered and must include a bibliography of the research utilizing 2-3 published resources.

Option three: Complete the marketing plan as individual assignments after covering the individual competencies. After the assignments have been completed each student should submit a bibliography of the research utilizing 2-3 published resources.

As a representative of this company, develop a 3-D display of your product(s). It should be appropriate if you were the Marketing Manager of the company who needed to display for an up-coming trade show.

Example of Companies/Products from which you may choose:

Nike, The Limited, Nordstrom, Eastman Kodak, Land's End, Jet Blue, Clorox, Outback Steakhouse, Domino's Pizza, Marriott International, Holiday Inn, Ben & Jerry's Ice Cream, UPS, Harley Davidson, BMW, Toys 'R Us, Papa John's, MCI, Southwest Airlines, Wendy's, Sysco, T.J. Maxx, Tupperware, Hertz Corporation, Cannon, and hundreds of others.

Consider choosing a smaller business, perhaps one that someone you know works for or owns. Whatever you choose, be sure it is a business or product that you are personally interested in.

Research options include:

- The Internet (look at both the company's web site and at any media articles written about the company.)
- Periodical and Newspaper reports
- Annual reports
- Personal interviews (with the owner, a manager, an employee, a customer).
- Observation and common sense.

REQUIRED RESEARCH:

Understanding Marketing (Chapter 1)

- Briefly describe the marketing functions and how they relate to the business
 - Distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.
- Describe how the five economic utilities relate to the company
 - Form, place, time, possession, and information

Basic Marketing Concepts (Chapter 2)

- Who is the target market?
- Give an overview of the company's marketing mix
- How does the company segment its markets?

The Free Enterprise System (Chapter 3)

- Describe the competitive environment surrounding your business.
- What kinds of risks affect your business?
- Is your business profitable?
- How do the principles of supply and demand and their relationship to setting prices affect your business?

Business and Social Responsibility (Chapter 5)

- Classify your business in any of the following ways: large vs. small; domestic vs. global; profit vs. nonprofit; public vs. private; goods vs. services; consumer vs. industrial
- Describe how your business demonstrates social responsibility.
- How has the businesses activities impacted our environment?
- Has the business made any tough ethical decisions?
- Describe any current trends and concerns in the workplace for employees.

The Global Economy (Chapter 4)

- Describe the economic resources needed to operate the business.
 - Factors of production: land, labor, capital, entrepreneurship
 - Does your company deal with scarcity of available resources?

International Trade (Chapter 6)

- Explain what resources/products are imported or exported in order to operate your business.

Management Structure (Chapter 11)

- Draw an organizational chart of the business
- Determine whether your business is a horizontal or vertical organization.
- Describe the levels of management within the organization and how they are managed.

Marketing: Part I
Marketing Research Project Evaluation

Student Name _____

- _____ Option 1: Oral Presentation
 _____ Option 2: Formal Written Project
 _____ Option 3: Individual Assignments

			Passed	Unacceptable
Understanding Marketing	Yes	No		
Marketing Functions				
Economic Utilities				
Basic Marketing Concepts	Yes	No		
Target Market				
Marketing Mix				
Segmentation				
The Free Enterprise System	Yes	No		
Competitive Environment				
Risk				
Profitable				
Supply & Demand				
Business & Society	Yes	No		
Classification				
Socially Responsibility				
Environmental Impact				
Ethics				
Workplace				
Global Economy	Yes	No		
Economic Resources				
Factors of Production				
Scarcity				
International Trade	Yes	No		
Imports				
Exports				
Management Structure	Yes	No		
Organizational Chart				
Horizontal Organization				
Vertical Organization				
Levels of Management				